



Sales Newsletter

August 1st, 1954

AMERICAN TOBACCO RENEWAL

The American Tobacco Company has renewed its sponsorship of Lucky Strike college radio programs for the 1954-5 school year, expanding the group of participating stations to seventy-five. Following are the stations who have been offered the 1954-5 Luckies programs:

WABP	Alabama, U. of	WNYU	New York University
WAMF	Amherst College	WWWP	North Carolina State College
KASC	Arizona State College	WNDU	Notre Dame, Univ. of
WBOA	Bowdoin College	WOBC	Oberlin College
WBRU	Brown University	KVRO	Oklahoma A & M College
WVBU	Bucknell University	KUVY	Oklahoma, Univ. of
KARL	Carleton College	WXPN	Pennsylvania, Univ. of
WRCT	Carnegie Inst. of Tech.	KDUP	Portland, Univ. of
WRCU	Colgate University	WPRU	Princeton University
WKCR	Columbia University	WRRB	Radcliffe College
WHUS	Connecticut, Univ. of	WRPI	Rensselaer Poly. Institute
WVBR	Cornell University	WRIU	Rhode Island, Univ. of
KOCU	Creighton University	WRUR	Rochester, Univ. of
WDBS	Dartmouth College	WRSU	Rutgers University
WDUB	Denison University	WOFM	St. Bonaventure College
KVDU	Denver, Univ. of	KSLU	St. Lawrence University
WDBS	Duke University	KBIL	St. Louis University
WTGB	Georgetown University	WCSR	Smith College
WWGC	Gettysburg College	WUSC	South Carolina, Univ. of
KGRW	Grinnell College	KAGY	South Dakota State College
WHRB	Harvard University	WECS	Southern University
WCHC	Holy Cross, College of the	KSMU	Southern Methodist University
KUOI	Idaho, University of	KZSU	Stanford University
WJHU	Johns Hopkins University	WRTI	Temple University
KDGU	Kansas, University of	KTCU	Texas Christian University
WJRH	Lafayette College	KTTC	Texas Technological College
WLRN	Lehigh University	WRTC	Trinity College
KXLU	Loyola University	WTCR	Tufts College
WBOM	Macalester College	WRUC	Union College
WORO	Maine, Univ. of	WVU	Vanderbilt University
WMUC	Maryland, Univ. of	WRUV	Vermont, University of
WTRS	Massachusetts Inst. of Tech.	WUVA	Virginia, Univ. of
WRMU	Miami University	WFDD	Wake Forest College
WCBN	Michigan, Univ. of	KUGR	Washington, State College of
WRMC	Middlebury College	WESU	Wesleyan University
WMSU	Mississippi, Univ. of	WMS	Williams College
WCBH	Mississippi Southern College	WYBC	Yale University

AMERICAN TOBACCO (Continued)

As in past years, program emphasis will be placed on news and sportscasts, with national and world news and sports from United or Associated Press.

RCA University Library Program Series plans are currently under discussion within RCA. Attention is called to the fact that a few stations have not sent in all monthly RCA program reports, making it impossible to complete an evaluation of the particular station's qualifications to continue in the program series. Individual letters have been sent to each station with a monthly RCA report due. If your station receives such a letter, please fill in and return to us the monthly form indicated, so that your cumulative performance records may be brought up to date.

New CAREER HOUR program will be offered many stations. College Radio Corporation has just completed negotiations with CAREER PUBLICATIONS, INC., of New York City, for the sale of a portion of a package program to be known as the CAREER HOUR.

The CAREER HOUR will consist of a daily program of semi-classical and classical music to be scheduled daily, five days a week, sometime between nine and eleven p.m. Co-sponsors with Career Publications will be the leading American industries who are interested in recruiting college seniors. These institutional sponsors will each utilize one one-minute spot announcement per week for all twenty-six weeks of the school year. It is our goal to sell up to thirty sponsors for each station so that six different spots can be broadcast in each nightly hour program, five days a week.

Of course, such a program will be of great interest to college Placement Offices. Placement Office Directors at colleges whose stations desire to carry the CAREER HOUR programs will receive details of the program plan from us, and may in turn contact the student managers of the particular stations. While a few Placement Officers might view this program with some alarm as a possible infringement on their scope of activity, reassurance by the station that there is a genuine desire to cooperate with the Placement Office will doubtless quiet such fears. Further, a part of the program plan is to ask each college Placement Director to make occasional talks on the program about interview and job-getting techniques, and about the functions of the Placement Office.

A more complete description of the program together with a sample script will be sent to stations late in August. We have already received verbal commitments from a number of large institutional advertisers for this program, and hope your station will be available for the series. If there is any reason why your station cannot carry these programs, please advise us of that fact immediately.

Spot announcements on these programs will be paid for at regular rate card rates. Member stations of the Intercollegiate Broadcasting System will be pleased to note that program arrangements have been approved by IBS.

A FURTHER REPORT on the status of national advertising accounts for the 1954-5 school year will appear in our next Sales Newsletter, to be distributed August 15th. Meanwhile, return promptly to us the postal card questionaire just sent out asking you to indicate the date of your first broadcast this fall. This information is essential if your station will carry any national accounts.